

## APPENDIX A

### NOTICE OF PREPARATION



Public Works & Development Services Department  
Carolina Jimenez-Hogg  
Director

## NOTICE OF PREPARATION / NOTICE OF PUBLIC SCOPING MEETING

DATE: April 30, 1999

TO: Responsible / Cooperating Agencies and Interested Citizens

FROM: Fresno County Public Works & Development Services Department  
Development Services Division  
2220 Tulare Street, 6<sup>th</sup> Floor  
Fresno, CA 93721

SUBJECT: NOTICE OF PREPARATION OF A DRAFT ENVIRONMENTAL IMPACT REPORT /  
NOTICE OF PUBLIC SCOPING MEETING

An **EIR project agency scoping meeting** for the above-referenced project will be held on **Wednesday, May 12, 1999 at 1:30 p.m.** in Room 301, Hall of Records, 2281 Tulare St., Fresno.

Please contact us by 10:00 a.m., Monday, May 10, 1999 at (559) 262-4497 if your agency will be sending a representative to the scoping meeting or if you have questions.

Fresno County will be the Lead Agency and will prepare an environmental impact report for the project identified below. We need to know the views of your agency as to the scope and content of the environmental information which is germane to your agency's statutory responsibilities in connection with the proposed project. Your agency may need to use the EIR prepared by our agency when considering your permit or other approval for the project.

The project description, location, and the probable environmental effects are contained in the attached materials. A copy of the Initial Study is not attached.

Due to the time limits mandated by State law, your response must be sent at the earliest possible date but **not later than 30 days (June 7, 1999)** after receipt of this notice.

Please send your response to Gina Francis at the address shown above. We will need the name for a contact person in your **agency**.

Project Title: Fresno County General Plan Update

Project Applicant: Fresno County

Date: April 30, 1999

Signature: 

Title: Development Services Manager

Phone: (559) 262-4497

## DRAFT EIR FOR THE FRESNO COUNTY GENERAL PLAN UPDATE NOTICE OF PREPARATION

### PROJECT BACKGROUND

Prior to the current update, the Fresno County General Plan was last comprehensively updated in 1976. The current General Plan consists of nine countywide topical elements, five regional plans, 13 community plans for the smaller incorporated cities, nine plans for unincorporated communities, nine community plans for the Fresno-Clovis area, and six specific plans (see chart on the following page).

The current General Plan Program is updating and expanding all countywide topical elements, with the exception of the Housing Element which is not scheduled for update until 2002. The following is a tentative list of the titles of the countywide topical elements to be prepared or updated:

- Economic Development
- Land Use
- Transportation
- Parks and Recreation
- Natural Resources (including agriculture and air quality)
- Safety
- Noise
- Public Facilities

The regional plans, community plans, and specific plans will not be updated, although the new General Plan will propose a new framework for all these plans, identify needed changes to the plans based on revisions to the countywide elements, and identify the need for additional regional or community plans.

The General Plan Update is being undertaken in two major phases: the focus of Phase 1 was to establish the foundation and policy direction for the new General Plan; Phase 2 provides for preparation of a Draft General Plan, a Draft EIR, and a Fiscal and Financial Analysis and public review and adoption of the new General Plan. The County is being assisted in the General Plan update by a multi-disciplinary Consultant Team.

### DRAFT BACKGROUND REPORT

In 1997, the General Plan Consultants prepared a *Draft General Plan Background Report*, which compiled information on existing conditions and trends concerning all topics being addressed in the General Plan including: land use and population; agriculture; economic conditions and fiscal conditions; transportation and circulation; public facilities and services; recreational, archaeological, historical, and natural resources; air quality; noise; and safety. The Report was completed in May 1997 and distributed in July for public review.

**COMPONENTS OF THE CURRENT FRESNO COUNTY GENERAL PLAN  
1999**

**COUNTYWIDE GENERAL PLAN ELEMENTS**

- Land Use
- Transportation
- Scenic Highways
- Parks and Recreation
- Open Space/Conservation
- Safety/Seismic Safety
- Noise
- Housing
- Public Facilities

**REGIONAL PLANS**

- Sierra-North Regional Plan
- Coalinga Regional Plan
- Westside Freeway Regional Plan
- Kings River Regional Plan
- Sierra-South Regional Plan

**INCORPORATED CITIES/COMMUNITY PLANS**

- Coalinga Community Plan
- Firebaugh Community Plan
- Fowler Community Plan
- Kerman Community Plan
- Kingsburg Community Plan
- Huron Community Plan
- Mendota Community Plan
- Orange Cove Community Plan
- Parlier Community Plan
- Reedley Community Plan
- Sanger Community Plan
- San Joaquin Community Plan
- Selma Community Plan

**UNINCORPORATED COMMUNITY PLANS**

- Biola Community Plan
- Caruthers Community Plan
- Del Rey Community Plan
- Friant Community Plan
- Laton Community Plan
- Riverdale Community Plan
- Shaver Lake Community Plan
- Tranquillity Community Plan
- Lanare Community Plan

**FRESNO-CLOVIS COMMUNITY AREA PLANS**

- Bullard Community Plan
- Fig Garden Neighborhood Plan
- Clovis Community Plan
- Fresno High-Roeding Community Plan
- McLane Community Plan
- Roosevelt Community Plan
- Edison Community Plan
- Easton Community Plan
- Woodward Park Community Plan

**SPECIFIC PLANS**

- Shaver Lake Forest Specific Plan
- Bretz Mountain Village Specific Plan
- Wildflower Village Specific Plan
- Millerton Specific Plan
- Del Rio Specific Plan
- Quail Lake Estates Specific Plan

## **ECONOMIC AND GROWTH SCENARIOS**

In March 1998, the County released the *Economic and Growth Scenarios Report*, prepared by County staff and the Consultant Team. The Report assessed the potential for employment and income growth in Fresno County; identified potential barriers and constraints to achieving economic growth; assessed the County's physical and financial "carrying capacity" for new development; and described the physical, financial, and resource implications of various economic and growth scenarios. The Report identified, analyzed, and compared five scenarios for the year 2020:

- Scenario A: Continuation of recent trends for both population and employment growth (base case).
- Scenario B: Significant changes in crop patterns toward higher value per acre agriculture (e.g., cotton to fruit trees).
- Scenario C: Significant increases in industrial development resulting from value-added agricultural business activity and employment (with or without a change in crop patterns).
- Scenario D: Significant change in the mix of basic jobs toward non-agricultural employment.
- Scenario E: Growth driven by population and residential growth, along with associated development of local-serving businesses.

Scenarios B and C were combined in the analysis of comparative impacts.

The Scenarios Report was the basis for discussion in meetings held throughout the county over a three-month period in the spring of 1998. County staff and the General Plan Consultants presented the Economic and Growth Scenarios Report in over 35 public forums and open houses in communities across the county. This included a presentation to the planning directors of Fresno County's 15 cities. Staff also distributed questionnaires to elicit residents' preferences regarding the County's future economy and land use patterns. The result was summarized in a list of issues and value statements which was forwarded to the Fresno County Planning Commission and Board of Supervisors.

## **BOARD OF SUPERVISORS' POLICY DIRECTION**

On July 28, 1998, the Board of Supervisors provided direction to County staff and the General Plan Consultants regarding the "Preferred Economic and Growth Scenario" to be pursued in the General Plan Update and in the preparation of the Economic Development Strategy. The Preferred Scenario is a combination of Economic Scenarios B/C (Shifts in Agricultural Production/Value-Added Agriculture) and D (Non-Agricultural Basic Employment). The Board of Supervisors also endorsed the principles in *A Landscape of Choice Report*, prepared by Growth Alternatives Alliance (see Attachment A, Policy Direction for the General Plan Update).

## **ECONOMIC AND GROWTH ALLOCATION AND METHODOLOGY REPORT**

Following the Board's direction in July 1998, County staff and the General Plan Consultants worked with the city planning directors of Fresno County and the staffs of the Council of Fresno County Governments and the Local Agency Formation Commission (LAFCO) to develop a statistical description of the Preferred Scenario. In developing this description, the Consultants used a slightly revised version of the methodology they used to prepare the *Economic and Growth Scenarios Report* in the Spring of 1998.

The Economic and Growth Allocation and Methodology Report projects future population and job growth countywide through the year 2020, allocates this population and job growth among the county's 15 incorporated cities and five unincorporated geographic sectors of the County, and translates the population growth into demand for residential land and the employment growth into demand for non-residential land.

This economic and growth allocation will be used as a general guide for the expected level and distribution of growth to assist the County staff, General Plan Consultants, and other update participants in drafting General Plan policies and the land use diagram, and in preparing the General Plan EIR.

## **ECONOMIC DEVELOPMENT STRATEGY**

Following the Board's direction in July 1998, the General Plan Consultants prepared a draft of an Economic Development Strategy. The ultimate purpose of the Economic Development Strategy is to provide direction for countywide economic development efforts. The Economic Development Strategy will have broad application in future Board actions including funding allocations, economic development programs, welfare-to-work efforts and related actions. In the near term, the Strategy will guide the drafting of the General Plan.

Following review by the Board in December 1998, a preliminary draft of the Economic Development Strategy dated December 9, 1998, was sent out to over 300 local agencies, organizations, and individuals. Based on review of the comments received, the Board directed the General Plan Consultants to revise the Strategy for future review by the Board and ultimately for adoption by the Board at the end of the update process.

## **PROJECT LOCATION**

Fresno County is located roughly in the center of the San Joaquin Valley, midway between San Francisco and Los Angeles. Fresno County is bordered by the counties of San Benito, Merced, Madera, Mono, Inyo, Tulare, Kings, and Monterey. It stretches approximately 150 miles from the Coast Range Foothills to the eastern slope of the Sierra Nevada. The County's major north-south routes include I-5, SR-99, SR-33, and SR-41 and its major east-west routes include SR-180 and SR-168. The San Joaquin River and Kings River are the County's principal watercourses. There are 15 incorporated cities, all located on the Valley floor. Fresno and Clovis together account for about 80 percent of the total incorporated population and over 61 percent of the County's total population.

## **PROJECT OBJECTIVES**

The following are tentatively identified as the projects principal objectives:

- Diversify the Fresno County economy to provide a broad range of employment opportunities.
- Reduce unemployment and promote the creation of higher wage jobs.
- Minimize conversion of agriculture land.
- Promote compact urban development.
- Minimize destruction and disturbance of natural habitat.
- Enhance the quality of life for residents of Fresno County.

## **PROJECT CHARACTERISTICS**

The project is a comprehensive update of the countywide topical elements (excluding housing) of the Fresno County General Plan. The following is a tentative list of the titles of the countywide topical elements to be prepared or updated:

- Economic Development
- Land Use
- Transportation
- Parks and Recreation
- Natural Resources (including agriculture and air quality)
- Safety
- Noise
- Public Facilities

The timeframe for the updated General Plan will be the year 2020. The General Plan Update assumes that the County will grow from 769,700 in 1996 to 1,113,785 in 2020, consistent with projections released by the California Department of Finance in December 1998. County staff and the General Plan Consultants, with the participation of city planning directors and staffs of the Council of Fresno County Governments and the Local Agency Formation Commission, prepared an allocation model which distributed projected countywide growth for 2020 to the County's 15 incorporated cities and the incorporated area. • Baseline and horizon year comparisons for population and employment are shown on the chart on the next page.

**GEOGRAPHIC ALLOCATION OF POPULATION  
AND EMPLOYMENT  
1996 and 2020 (Preferred Scenario)**

	POPULATION			EMPLOYMENT		
	1996	2020	Percentage Increase	1996	2020	Percentage Increase
<b>FRESNO COUNTY TOTAL</b>	<b>769,700</b>	<b>1,113,785</b>	<b>45%</b>	<b>370,781</b>	<b>602,021</b>	<b>62%</b>
<b>EAST VALLEY TOTAL</b>	<b>709,804</b>	<b>1,035,397</b>	<b>46%</b>	<b>342,998</b>	<b>562,658</b>	<b>64%</b>
Clovis	69,260	111,534	61%	34,238	63,017	84%
Fowler	5,347	7,142	34%	2,282	3,473	52%
Fresno	445,199	675,981	52%	221,994	381,989	72%
Kerman	8,009	11,015	38%	2,699	4,165	54%
Kingsburg	9,042	11,562	28%	4,137	5,746	39%
Orange Cove	7,186	9,150	27%	2,317	3,526	52%
Parlier	9,967	12,892	29%	3,293	5,075	54%
Reedley	20,928	27,715	32%	8,863	12,535	41%
San Joaquin	3,718	6,291	69%	798	1,629	104%
Sanger	21,577	26,880	25%	8,273	11,986	45%
Selma	21,867	29,038	33%	7,139	10,801	51%
Unincorporated East Valley	87,705	106,197	21%	46,966	58,716	25%
<b>SIERRA FOOTHILLS (county)</b>	<b>11,727</b>	<b>13,938</b>	<b>19%</b>	<b>2,234</b>	<b>3,430</b>	<b>54%</b>
<b>SIERRA NEVADA MTNS (county)</b>	<b>6,146</b>	<b>6,711</b>	<b>9%</b>	<b>906</b>	<b>1,024</b>	<b>13%</b>
<b>WEST VALLEY TOTAL</b>	<b>41,748</b>	<b>57,440</b>	<b>38%</b>	<b>24,610</b>	<b>34,870</b>	<b>42%</b>
Coalinga	9,859	13,042	32%	4,265	6,242	46%
Firebaugh	5,853	7,757	33%	2,626	3,952	50%
Huron	6,267	9,456	51%	2,483	4,328	74%
Mendota	8,627	11,838	37%	2,975	4,661	57%
Unincorporated West Valley	11,142	15,347	38%	12,260	15,687	28%
<b>COAST RANGE FOOTHILLS</b>	<b>274</b>	<b>299</b>	<b>9%</b>	<b>33</b>	<b>38</b>	<b>16%</b>

## POSSIBLE IMPACTS

The Draft EIR to be prepared for the Draft General Plan will primarily assess the cumulative impacts of growth and public facility and service requirements to serve projected growth. Pursuant to Section 15060(c) of the State CEQA Guidelines, the County determined that an EIR was required for the Draft General Plan and therefore it was not necessary to prepare an initial study or checklist for this project.

Development that would be accommodated under the Draft General Plan might result in several adverse environmental impacts. These potential impacts were described in general terms in the *Economic and Growth Scenarios Report*, in the comparative analysis of the five economic and growth scenarios. The Draft EIR will assess the following possible impacts of the Draft General Plan:

***Land Use, Housing, and Population:*** Assessment of the impacts of proposed land use changes on land use, housing, and population and analysis of consistency with local, regional, State, and Federal land use plans and policies.

***Transportation:*** Assessment of impacts on transportation, including traffic, transit services and facilities, rail services and facilities, and airport facilities and services. Possible impacts of the General Plan include generation of substantial additional vehicle trips, which may have a substantial impact on existing transportation systems, including various State facilities.

***Public Facilities and Services:*** Assessment of impacts on public facilities and services such as water supply and delivery, wastewater collection and treatment, law enforcement, fire protection, and schools.

***Natural Resources and Environment, and Agriculture:*** Assessment of impacts on natural resources and environment, including the following: water resources; agricultural land; wildlife habitat areas; special-status species; and air quality. Likely impacts include conversion of agricultural land to urban/suburban development, increased demand for the use of limited supplies of groundwater and surface water, and increased air pollutant emissions which could lead to a deterioration in ambient air quality.

***Safety:*** Assessment of impacts on safety issues, including seismic and geologic conditions, wildland and urban fire potential, and flooding.

***Noise:*** Identification and evaluation of future noise levels resulting from traffic, rail operations, and aircraft. Potential impacts of the General Plan include increased noise levels on existing roadways that may result in increased noise exposure for existing noise-sensitive uses.

***Mandatory CEQA Sections:*** Discussion of mandatory CEQA sections, including analysis of alternatives, significant irreversible effects, growth-inducing impacts, and cumulative impact.

## ALTERNATIVES

The Draft Environmental Impact Report will consider the following range of alternatives:

- The "Project" (preferred scenario) will be analyzed qualitatively and quantitatively at 2020 assuming population of 1.1 million.
- The "Project" plus major project proposals will be analyzed qualitatively and quantitatively at 2020 assuming population of 1.1 million, but in less detail than the "Project".
- The "Project" will be discussed qualitatively at "buildout" (i.e., some point beyond 2020).
- The "no-project" reflecting existing jobs-to-population ratios will be analyzed qualitatively and quantitatively at 2020 assuming population of 1.1 million, but in less detail than the "Project".
- The analysis of the four (4) economic and growth scenarios identified in *the Economic and Growth Scenarios Report* will be incorporated in the alternatives discussion. These alternatives will be analyzed qualitatively and quantitatively at 2020 assuming population of between 1.4 and 1.5 million.
- The reduced growth alternative will be analyzed qualitatively and quantitatively at 2020 and a population of less than 1.1 million, but will be analyzed in less detail than the "Project".

## USES OF THE FINAL EIR

The Final EIR will be certified before the Board of Supervisors formally adopts the updated General Plan. The County may use the Final EIR as a program EIR or first-tier EIR in the approval of subsequent plans and projects. Other local and State agencies may also use the Final EIR in the approval of their own plans and projects.

## ADDITIONAL INFORMATION

The following reports provide additional information that reviewers may find useful in understanding the scope of the General Plan Update or the potential environmental effects of the updated General Plan:

- *Draft Background Report*
- *Economic and Growth Scenarios -- Perspectives on the Year 2020*
- *Economic and Growth Scenarios -- Perspectives on the Year 2020 Technical Appendices*
- *Economic and Growth Allocation and Methodology Report*
- *Draft Economic Development Strategy*

These documents are available for review at the Development Services Division of the Fresno County Public Works and Development Services Department, 2220 Tulare Street, Suite "A", Fresno, California and at the Fresno County Main Library, Reference Department, 2420 Mariposa Street, Fresno, California.

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# POLICY DIRECTION FOR GENERAL PLAN UPDATE

The Fresno County Board of Supervisors has provided important direction for the preparation of an Economic Development Strategy and a new General Plan ... The Board's July 28, 1998 decision came as the culmination of a County-wide public review of a report called, *Economic and Growth Scenarios: Perspectives on the Year 2020*. The review process featured open houses, meetings, questionnaires and public hearings by both the Fresno County Planning Commission and the Board. A recap of recent events in the Update Program is followed by the text of the direction from the Board of Supervisors.

## BACKGROUND

Fresno County's new Economic Development Strategy and General Plan Policy will guide job and population growth and physical development in Fresno County over the next two decades. Therefore, the direction from the Board of Supervisors regarding their preferred economic scenarios and related development and environmental values was one of the most significant decisions to be made by the Board in shaping the County's future.

The Board considered a report entitled: *Economic and Growth Scenarios: Perspectives on the Year 2020*, and recommendations of the Fresno County Planning Commission. This report, a key document of the County's General Plan Update Program, was released in March 1998. It describes five economic scenarios and traces their possible growth-related impacts.

The document was the basis for discussion in meetings held throughout the County over a three-month period in the Spring of 1998. The County's Consultant and County Staff presented the *Economic and Growth Scenarios* report in over 35 public forums and open houses in communities across the County. This included a presentation to the planning directors of Fresno County's 15 cities. Staff also distributed questionnaires to elicit residents' preferences regarding the County's future economy and land use patterns. The result was summarized into a list of issues and value

statements which was forwarded to the Fresno County Planning Commission.

After holding three public hearings, the Planning Commission recommended that the Board of Supervisors direct the pursuit of a combination of three economic scenarios. Under this blend of scenarios, (1) agriculture would continue to be strengthened, emphasizing the production of higher value crops; (2) value-added agriculture would be pursued to extend the role of farming into such areas as food processing; and (3) the County's economy would be further diversified, with the expansion of such industries as information processing, metal working, and machinery operations. The Commission also adopted a number of recommendations based upon issues identified in the public hearings. Commission recommendations were forwarded to the Board of Supervisors in June.

On July 28, 1998, after conducting two public hearings, the Board endorsed the Planning Commission's recommendations with minor modifications. A recurring theme at the public forums, open houses, and public hearings was support for the values contained in *A Landscape of Choice: Strategies for Improving Patterns of Community Growth*, a report prepared by a consortium of interests called the Growth Alternatives Alliance. The Board, in turn, embraced these values, which appear as part of the Board's policy direction.

**Fresno County Board of Supervisors:** Deran Koligian, District 1 • Sharon Levy, District 2 • Juan Arambula, District 3 • Tom Perch, District 4 • Stan Oken, District 5 • **County Administrative Officer:** William H. Randolph • **Public Works & Development Services Department:** Carolina Jimenez-Hogg, Director • Kerry L. McCants, Development Services Manager • **Consultants:** J. Laurence Mintier & Associates, Applied Development Economics, and associated consultants

## **DIRECTION REGARDING ECONOMIC AND GROWTH SCENARIOS**

The Board directed the Consultant and Staff to pursue Economic Scenarios B/C (Shifts in Agricultural Production/Value-Added Agriculture), and D (Non-Agricultural Basic Employment) in preparing an Economic Development Strategy and Phase II of the General Plan Update.

## **DIRECTION REGARDING PLANNING PROCESS, ISSUES AND VALUES, AND FUTURE DEVELOPMENT IN THE CITIES AND UNINCORPORATED AREAS**

The Board directed the Consultant and Staff to be guided by the following statements in preparing the Economic Development Strategy and General Plan:

### **1 PLANNING PROCESS**

- a. Quality of life and community, as well as economic well-being, are fundamental values that should guide the preparation of the General Plan Update.
- b. The General Plan Update should incorporate the principles contained in *A Landscape of Choice*.
- c. The Plan Update should not move away from current policies of directing growth to the cities and unincorporated communities, and favoring the protection of agricultural land.
- d. The Plan should encourage dialogue with the Cities in Fresno County, Madera County and other organizations having an interest in, or policies for, land use.

### **2 WATER SUPPLY**

Conserve and provide water resources in ways that will sustain human life and are beneficial to agriculture and the natural environment.

### **3 SAND AND GRAVEL MINING**

The General Plan Update should include policies to minimize impacts from mineral extraction in Fresno County and to ensure the restoration and enhancement of the post mining environment for open space and recreational use.

### **4 RECREATION AND TOURISM**

Fresno County's unique complement of recreational and visual resources including rivers, lakes, forests, woodlands, scenic vistas and access to National Parks should be addressed in the Economic Development Strategy and should be protected and enhanced in land use policies.

### **5 DEVELOPMENT NORTHEAST OF FRESNO-CLOVIS METROPOLITAN AREA**

Development in the San Joaquin River-Sierra Foothills area should be guided by a regional plan prepared cooperatively by Fresno County, Madera County, the Cities of Fresno and Clovis, resource organizations, area residents and land owners.

### **6 ECONOMIC AND GROWTH SCENARIOS**

The potential for economic growth related to tourism and recreation should be evaluated and pursued in the Economic Development Strategy.

### **7 LAND USE PATTERNS/QUALITY OF LIFE**

- a. The General Plan Update should identify and evaluate ways to encourage and promote compact development, infill and redevelopment.
- b. The General Plan Update should not provide for additional rural residential development and should identify and evaluate ways to encourage redesignation of undeveloped rural residential land for higher density residential use or for agriculture, depending on its location. Redesignation of undeveloped areas should be sensitive to areas currently developed as rural residential.

Proposed residential designations for undeveloped land lying between existing urban and rural residential development should provide for a graduated transition in density/lot size from higher to lower density between the two respective areas.

- c. The General Plan Update, including the Economic Development Strategy, should recognize the differences among the different geographic areas of Fresno County in terms of cropping, size and scale of agricultural operations, water supply, settlement patterns and transportation facilities.



## **PRINCIPLES CONTAINED IN A LANDSCAPE OF CHOICE**

The General Plan Update should be guided by the principles and recommendations from *A Landscape of Choice* as follows:

### **Utilize urban land as efficiently as possible.**

#### **General**

- a. The land use element of a general plan should only identify the mix of land uses and a broad range of allowable densities for future development. When development of an area is imminent, specific plans or community plans should be prepared to specify the pattern, location and density of land uses.
- b. Re-designate vacant land for higher density uses or mixed use and provide incentives for assemblage of smaller parcels to create feasible infill projects that meet community goals and objectives.
- c. Create mixed-use zone districts that encourage the combination of residential, commercial and office use on the same site.
- d. Modify design review procedures to create a process that meets planning goals and complements the community vision rather than focusing strictly on rigid numerical standards.
- e. Provide incentives and support projects that are designed to encourage compact growth and higher densities while providing amenities such as bike paths, neighborhood parks, etc. as densities increase.

## **Residential - General**

- a. Thoroughly review and revise zoning ordinances to facilitate moderate increases in density of housing types within the same zone district or neighborhood.
- b. Encourage nodes of higher housing densities (village centers) in areas served by the full range of urban services - neighborhood commercial uses and community centers, public services and transit stops.
- c. Adopt a Traditional Neighborhood Development Ordinance that can serve as an alternative to the standard zoning ordinance and overlay this district over all single family, multiple family and neighborhood commercial zone districts.

## **Existing Residential Neighborhoods**

- a. Retrofit existing neighborhoods to create activity centers or nodes that give the neighborhood an identity.
- b. Prepare neighborhood revitalization plans for areas suited for infill development and insist on public participation throughout the planning process. Further streamline the permitting process and encourage public/private ventures to carry out these plans.
- c. Preserve and enhance existing pedestrian- and transit-oriented neighborhoods by pursuing redevelopment that retains pedestrian orientation and promotes transit use.

## **Commercial, Industrial and Institutional Uses**

- a. Develop policies and standards that facilitate an increase in floor/area ratios for commercial and industrial development by encouraging construction of multi-story office buildings.
- b. Encourage shared use of parking facilities and promote planning for uses that can utilize the same parking area at different times.
- c. Encourage parking structures for certain commercial/industrial projects and establish parking fees that make these structures profitable.

## **Downtown Redevelopment and Commercial Centers**

- a. Promote downtowns and village centers as the primary commercial and financial centers and provide social, institutional and financial incentives to builders and businesses who are willing to locate in these centers.
- b. Improve transportation and public transit access to the downtown of the city.
- c. Maintain Fresno's downtown as the government center for the region by encouraging region-serving local, state and federal governmental offices to locate there.

## **Institutional Uses**

- a. Work with school districts to incorporate school sites into larger neighborhood activity centers that serve multiple purposes.
- b. Incorporate institutional and public land uses into downtown redevelopment and neighborhood revitalization plans.

## **Develop livable communities that emphasize pedestrian or transit-oriented design.**

- a. Develop transit and pedestrian-oriented design guidelines and incorporate them into community plans and specific plans.
- b. Revise local street development standards to make streets more pedestrian-friendly by reducing the overall width of the street right-of-way to a maximum width of 50 feet and reducing the corresponding turn-around width of cul-de-sacs.
- c. Create a task force to evaluate standards for parking requirements and recommend measures to reduce the amount of land devoted to parking and encourage shared use of parking facilities.

## **Recognize the importance of agriculture and the need to protect productive farmland.**

- a. All of the cities of Fresno County should adopt an agricultural element in their general plan.
- b. Within city spheres of influence, encourage an orderly outward expansion of new urban development while providing for new towns and community planning that creates new patterns of compact growth.

- c. Undertake a process that leads to adoption of reasonable urban growth boundary that provides an adequate supply of land to meet projected demand and is administratively expandable.
- d. Create a forum in which multi-jurisdictional land use planning between cities and counties can be achieved.

NOTE: Recommendations from *A Landscape of Choice* are reordered in the listing above. Text has been modified in a few instances.



## **TRANSPORTATION**

Establish and maintain the levels of transportation, communication, and infrastructure necessary for the support of the County's economy.



## **EDUCATION**

Encourage and support educational opportunities and access to training and retraining programs for County residents.

## **NEXT STEPS**

The General Plan consultant has begun to prepare an Economic Development Strategy based upon the three economic scenarios identified by the Board of Supervisors. This will be followed by Phase 2 in the General Plan Update Program. Upon completion of a Draft General Plan Policy Document, Draft EIR and draft documents detailing a financing strategy and fiscal analysis, in Phase 2, a second series of public open houses and hearings will be held. Preparation and adoption of the Final General Plan and EIR will conclude the Update Program.

## **INFORMATION**

For additional information about the Fresno County General Plan Update Program and/or the reports referenced in this document (*Economic and Growth Scenarios: Perspectives on the Year 2020* and *A Landscape of Choice: Strategies for Improving Patterns of Community Growth*), please call (209) 262-4055 and ask for a member of the General Plan Update team.

# ATTACHMENT "3"

## Location Map and Map of Fresno County

